

FINANCE SECTOR STRATEGY UPDATE

19 MARCH 2018

The development of a short-term strategy to boost Guernsey's financial services sector is developing apace.

The work being carried out by Dr Andy Sloan, Acting Director of Strategy at Guernsey Finance, is securing industry buy-in, and campaigns on two of five workstreams identified will be launched in the next couple of weeks.

Four of five industry strategy groups have been convened and some are already meeting regularly.

"Much of the strategy, at least in its early stages, is looking to build and exploit opportunities where there is the potential to quickly create momentum," said Dr Sloan.

"Combined with better promotion and positioning, the workstreams have the potential to be developed into a powerful Guernsey proposition."

A more detailed update is available [HERE](#)

WE ARE GUERNSEY is the brand under which Guernsey Finance promotes the island's financial services sector internationally. Guernsey Finance - the promotional agency for the island's finance industry internationally - is a joint industry and Government initiative responsible for the promotion of Guernsey. Under the leadership of Chief Executive Dominic Wheatley, the agency ensures that the core values and competencies of the island's finance sector are accepted and respected by the global community and that financial business development flows are enhanced.

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